

L Number	Hits	Search Text	DB	Time stamp
1	2323507	insert\$ or attach\$ or combin\$	USPAT	2002/11/15 10:59
2	1980476	insert\$3 or attach\$3 or combin\$3	USPAT	2002/11/15 11:00
3	290198	ad or message or advertisement or saving	USPAT	2002/11/15 11:00
4	102113	bill or statement	USPAT	2002/11/15 11:01
5	7128	(insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)	USPAT	2002/11/15 11:01
6	35	((insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)) near5 (bill or statement)	USPAT	2002/11/15 11:01

L Number	Hits	Search Text	DB	Time stamp
1	2323507	insert\$ or attach\$ or combin\$	USPAT	2002/11/15 10:59
2	1980476	insert\$3 or attach\$3 or combin\$3	USPAT	2002/11/15 11:13
3	290198	ad or message or advertisement or saving	USPAT	2002/11/15 11:14
4	102113	bill or statement	USPAT	2002/11/15 11:14
5	7128	(insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)	USPAT	2002/11/15 11:01
6	35	((insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)) near5 (bill or statement) (("5367450") or ("5473143")).PN.	USPAT	2002/11/15 11:01
7	2		USPAT	2002/11/15 11:13
8	2465906	insert\$3 or attach\$3 or combin\$3	US-PGPUB; EPO; JPO; DERWENT	2002/11/15 11:13
9	241041	ad or message or advertisement or saving	US-PGPUB; EPO; JPO; DERWENT	2002/11/15 11:14
10	29059	bill or statement	US-PGPUB; EPO; JPO; DERWENT	2002/11/15 11:14
11	4164	(insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)	US-PGPUB; EPO; JPO; DERWENT	2002/11/15 11:15
12	10	((insert\$3 or attach\$3 or combin\$3) near3 (ad or message or advertisement or saving)) near3 (bill or statement)	US-PGPUB; EPO; JPO; DERWENT	2002/11/15 11:15

File 15:ABI/Inform(R) 1971-2002/Nov 13
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 File 9:Business & Industry(R) Jul/1994-2002/Nov 13
 (c) 2002 Resp. DB Svcs.
 File 623:Business Week 1985-2002/Nov 13
 (c) 2002 The McGraw-Hill Companies Inc
 File 810:Business Wire 1986-1999/Feb 28
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 File 275:Gale Group Computer DB(TM) 1983-2002/Nov 14
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 File 624:McGraw-Hill Publications 1985-2002/Nov 01
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 File 813:PR Newswire 1987-1999/Apr 30
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 File 148:Gale Group Trade & Industry DB 1976-2002/Nov 14
 (c)2002 The Gale Group
 File 20:Dialog Global Reporter 1997-2002/Nov 14
 (c) 2002 The Dialog Corp.

Set	Items	Description
S1	5659324	ELECTRIC OR UTILIT### OR WATER OR GAS
S2	0	BILL# OR STATEMENT# OR ACCOUNT#
S3	9771320	BILL? ? OR STATEMENT? ? OR ACCOUNT? ?
S4	6738725	ELECTRIC OR UTILIT? OR WATER OR GAS
S5	128958	S3 (5N)S4
S6	7577585	AD? ? OR MESSAGE? ? OR ADVERTISEMENT? ? OR SAVING? ?
S7	96849	S3(3N)S4
S8	3200	S7(5N)S6
S9	3442640	MESSAGE? ? OR SAVING? ?
S10	7116396	BILL? ? OR STATEMENT? ?
S11	103170	S10(5N)S4
S12	2718	S11(5N)S9
S13	80050	S10(3N)S4
S14	1907	S13(3N)S9
S15	678	S14 AND PY<1996
S16	603	RD (unique items)
S17	594	S14 AND PY<=1994
S18	534	RD (unique items)
S19	2359	INSERT?(3N)S9
S20	216	S19(5N)S10
S21	0	S20 AND PY<=1194
S22	39	S20 AND PY<=1994
S23	30	RD (unique items)
?		

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Set	Items	Description
S1	5344564	INSERT? OR ATTACH? OR COMBIN?
S2	7580581	AD? ? OR MESSAGE? ? OR ADVERTISEMENT? ? OR SAVING? ?
S3	7120343	BILL? ? OR STATEMENT? ?
S4	87971	S1(5N)S2
S5	1076	S3(5N)S4
S6	61831	S1(3N)S2
S7	36545	6(3N)S3
S8	699	S6(3N)S3
S9	160	S8 AND PY<=1994
S10	122	RD (unique items)
?		

reviewed all

00209323/9

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00209323. 83-20884

Phone Company Finds Direct Mail Is Most Efficient Seller of Service

Anonymous

Marketing News v17n15 PP: 18 Jul 22, 1983 CODEN: MKNWAT ISSN: 0025-3790

JRNL CODE: MNW

DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages

ABSTRACT: New Jersey Bell has found direct mail to be the most effective means of marketing its services. The medium has the capability of segmenting the market and delivering a message to a specific market. Immediate measurement of the success of a program is another advantage. The telco has used direct mail to market a wide range of telephone services, but has enjoyed the most success using direct mail for marketing custom calling services. The Direct Marketing Group (New York, New York) has conducted the program for New Jersey Bell. Its operation includes a letter shop, a data center that produces personalized letters, computer printing, list brokerage, and merge/purge of lists. In its work for New Jersey Bell, it operates in concert with other media. Print and radio advertisements are used to reach business customers and bill inserts bring the ad message to residential customers. Because phone services are not universally available to all customers, the telco called in Direct Marketing Group to help it target its service ads to the right groups.

DESCRIPTORS: Telephone companies; Case studies; ATT; Direct mail
advertising; Telephone service

CLASSIFICATION CODES: 8330 (CN=Broadcasting & telecommunications); 9110
(CN=Company specific); 7200 (CN=Advertising)

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00209323 83-20884
Phone Company Finds Direct Mail Is Most Efficient Seller of Service
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Set	Items	Description
S1	1599642	AD OR DISCOUNT OR ADVERTISEMENT OR CENT(W)OFF
S2	6844258	BILL OR STATEMENT OR NOTE OR INVOICE OR CHECK
S3	14978	S1 (5N) S2
S4	5772	S3 AND PY<1996
S5	3262299	PERSONALIZ? OR INDIVIDUAL?
S6	4535	S5(3N)S1
S7	28	S6(5N)S2